

AQHA MEMBER DEMOGRAPHICS

AMERICAN
QUARTER
HORSE
ASSOCIATION

OVERVIEW

AVERAGE
ANNUAL
HOUSEHOLD
INCOME

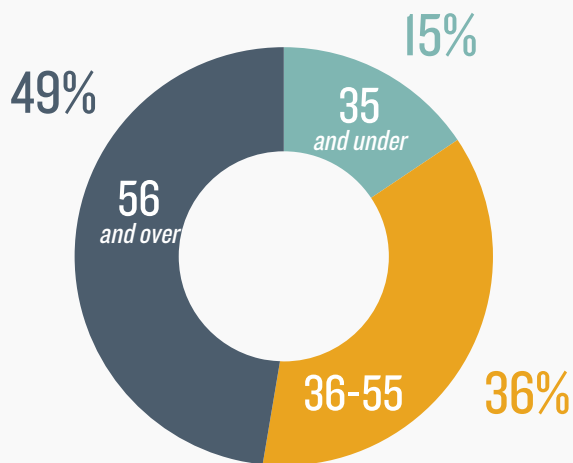
\$161,000



AVERAGE
NET
WORTH

\$1.19 million

AGE



GENDER

25%

75%

HIGHEST EDUCATION COMPLETED

4 Years of
college or more

61%



RESIDENCE & HOUSEHOLD

OWN HOME 87%



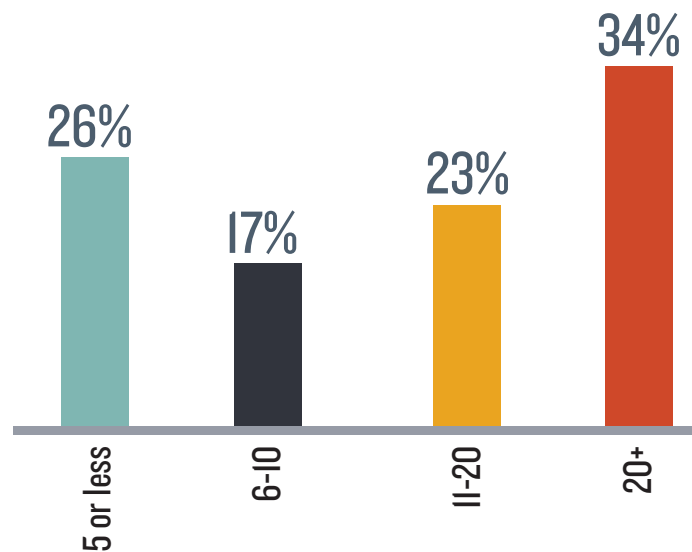
147 ACRES
AVERAGE
HOUSEHOLD
OWN/LEASE



AVERAGE
HOUSEHOLD
SIZE IS 2.3
PEOPLE



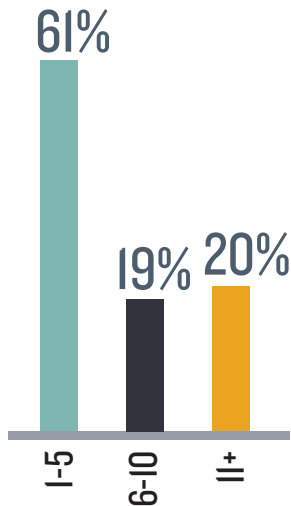
CONSECUTIVE YEARS OF MEMBERSHIP



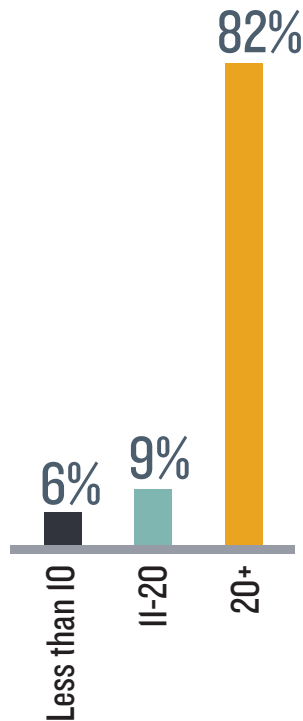
HORSE FACTS



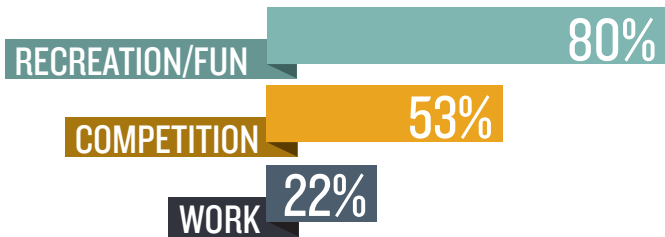
HORSES OWNED



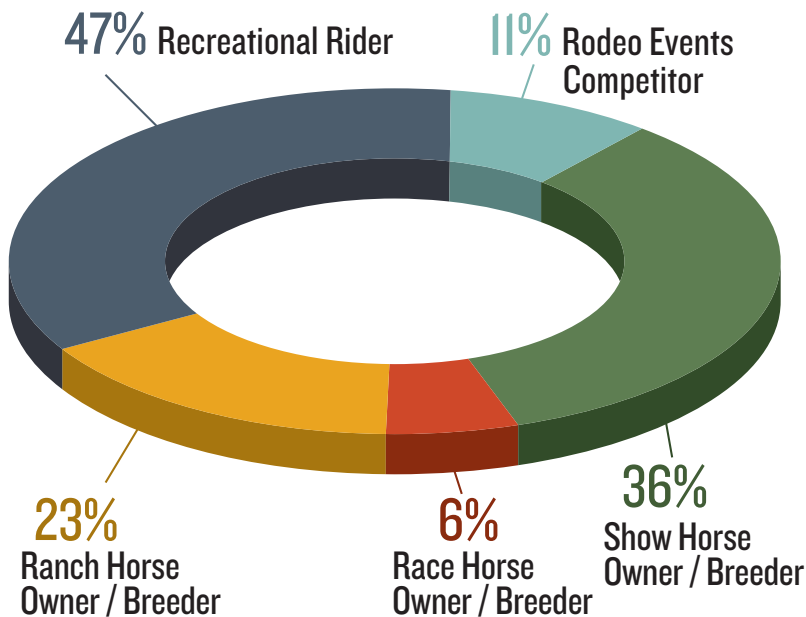
YEARS RIDING



RIDES FOR



SPECIFIC ACTIVITIES



OTHER

PETS



Average household has **2 DOGS** and



1 CAT

TRUCKS



97%

own at least one truck or SUV

TRACTORS



58%

own at least one full-size tractor

AQHA MEDIA

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